

Tobacco Prevention & Treatment Services for Pregnant Women

What is the service?

- Publicly funded interventions aimed at assisting pregnant and postpartum women to quit smoking, reduce tobacco use, and avoid secondhand smoke exposures have been incorporated into the medical package for pregnant and postpartum women on Medicaid as well as First Steps Maternity Support Services for low-income pregnant women. [See *First Steps Services* for additional information on this program]
- These services are the result of collaborative efforts of staff from the Department of Health Maternal and Infant Health Program, Tobacco Prevention and Control Program, Women Infants and Children Nutrition Program and the Department of Social and Health Services Health Services and Recovery Administration.

First Steps Tobacco Cessation Services

Description

First Steps providers are required to ask each client about tobacco usage and secondhand smoke exposure throughout her pregnancy and two months postpartum, and each client is offered an appropriate and individualized intervention. Providers are trained in motivational interviewing and systems change. Some First Steps providers have been trained about and are piloting the use of the Washington Tobacco QuitLine (WAQL) Fax Referral Program (see below) to enhance tobacco cessation interventions.

How/where provided

First Steps visits are conducted in First Steps agency offices or in the woman's home.

Eligibility

All pregnant women on Medicaid are eligible for First Steps Maternity Support Services.

Medicaid Smoking Cessation Benefit for Pregnant Women

Description

Washington Medicaid covers smoking cessation counseling for pregnant women as part of its fee-for-service scope of benefits. Included in this benefit is payment for Zyban, a pharmaceutical treatment for nicotine addiction, when appropriate. DOH staff provide training and consultation about the benefit and guidelines for prescribing Zyban, including the development of a provider reference card which has been distributed to all obstetrical providers statewide.

How/where provided

Services are provided statewide by medical providers in their offices.

Eligibility

Low income (< 185% federal poverty level) pregnant women on Medicaid; Zyban is only covered for pregnant women over 18 years.

QuitLine

Description

The Department of Health funds the toll-free Washington Tobacco QuitLine (WAQL)(1-877-270-STOP) or www.quitline.com, which provides individual counseling, referrals to local cessation programs, and tobacco cessation kits. The QuitLine has a specialized intervention protocol for pregnant women. Pregnant women regardless of health coverage can be enrolled in the Free and Clear telephone multi-week intensive program.

In June 2005, the WAQL implemented the QuitLine Fax Referral Program. This program aims to reduce the barriers faced by health care providers in helping tobacco users quit by integrating the cessation activities into routine health care. The program is available to obstetric providers during the initial implementation phase. The medical provider asks and documents tobacco use, advises users to quit, and assesses interest in quitting. Pregnant women interested in quitting are directly referred to the WAQL using a faxed referral form. The WAQL confirms the referral and contacts the pregnant woman to assist in developing a quit plan and to arrange referrals. After the implementation phase, fax referral will be expanded to all First Steps providers.

How/where provided

Statewide by phone

Eligibility

Any Washington State smoker is eligible for the QuitLine, only pregnant women are eligible for the fax referral at this time.

Who is Receiving the Services

Pregnant Women Receiving Publicly Funded Smoking Cessation Services in Washington, 2004						
	First Steps Maternity Support Services ¹		Medicaid ²		Washington QuitLine ³	
Age	#	%	#	%	#	%
< 18	758	7.5%	26	7.7%	n/a	n/a
18-19	1,315	13.0%	42	12.5%	n/a	n/a
20-24	3,704	36.5%	143	42.4%	n/a	n/a
25-34	3,666	36.1%	101	30.0%	n/a	n/a
35-44	701	6.9%	22	6.5%	n/a	n/a
45+	8	0.1%	3	0.9%	n/a	n/a
Total	10,152	100%	337	100%	234	100%

¹ These data should be interpreted with caution. At this point in time, First Steps providers are not consistently billing for their assessment efforts. Conlon D. Tobacco Cessation Performance Measure (S9075) Total Clients by Age of Client, Fiscal Year 2005 Dates of Service. Washington State Department of Social and Health Services, Health and Recovery Services Administration, 11/16/05

² This includes Zyban prescriptions and/or smoking cessation counseling provided to pregnant/post-partum women in 2004 and paid through August 2005. Conlon D. Zyban prescriptions and/or smoking cessation counseling – pregnant/post-partum women, clients served and expenditures by client age calendar year 2004 dates of service. Washington State Department of Social and Health Services, Health and Recovery Services Administration, 9/2/05.

³ Data are from calls from the Washington QuitLine, 2004.

Issues/Concerns

- Pregnant women on Medicaid have high rates of tobacco use.
- Many women quit smoking just before or during pregnancy, however relapse rates approach 70%.⁴
- Many First Steps and medical providers still do not know about Medicaid's counseling benefit and/or do not bill for assessment and cessation services.
- Need to develop strategies to reach primary care providers who serve women on Medicaid to increase the number of providers who complete a brief intervention and refer women to the WAQL, preferably prior to pregnancy.
- Medicaid clients on Healthy Options are not eligible for the counseling benefit. Healthy Options contracts require a smoking cessation intervention for all pregnant women but this is not specified. Five plans currently cover Zyban for Pregnant women.
- There remains controversy regarding the use of Nicotine Replacement Therapy and Zyban during pregnancy.
- DOH will expand the fax referral program to all medical providers to increase the number of all Medicaid recipients who smoke who access the WAQL services.

⁴ Goldenberg RL, Klerman LV et al. Smoking in Pregnancy: final thoughts. Tobacco Control 2000; 9 (Suppl III):iii85-iii86.